Field Sales Force
Please Note

To ensure that we maintain accurate records, write the store name and retail control number on the Pledge Card before asking the retailer to complete and return the card.

This information should be written in the space to the right of the bulleted sentences.

Thank you.

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Philip Morris Responsible Retailer Program

RETAILER'S PLEDGE CARD

The Retailer whose name appears below understands that one of the requirements for the Retailer to be eligible to participate in the $5 million Philip Morris Responsible Retailer Program is to comply with the elements of the We Card program to help ensure that minors cannot purchase tobacco products in the Retailer's store. Specifically, Retailer will:

- Post the We Card decal (or other comparable minimum-aged signage) so that Retailer's customers will know it is illegal to sell tobacco products to anyone underage.
- Instruct Retailer's employees to ask for identification from anyone who appears to be underage.
- Train Retailer's employees to ensure that they understand that it is illegal to sell tobacco products to minors and that they are aware of steps to be taken to help prevent such sales.
- Comply with prevailing state laws regarding the illegal sale of tobacco products to minors.

Name of store (please print)

Please complete and sign this card and drop in any mailbox.

Name of store owner or manager (please print)

Signature of store owner or manager

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IF MAILED
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UNITED STATES

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FIRST-CLASS MAIL PERMIT NO. 100 ITASCA, IL

POSTAGE WILL BE PAID BY ADDRESSEE

Attn: Customer Service
PM Express
P.O. Box 4229
Itasca, IL 60143-9755

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